

Claims

1. A method for rendering encrypted digital content, the method comprising the steps of:
 - 5 obtaining data comprising an advertisement and encrypted digital content; rendering the advertisement to obtain a content encryption key; utilizing the content encryption key to decrypt the encrypted digital content; and rendering the digital content.
 - 10 2. The method of claim 1 wherein the step of obtaining data comprises the step of obtaining data comprising an advertisement, wherein the advertisement comprises information taken from the group consisting of a public service announcement, a legal warning, a commercial.
 - 15 3. The method of claim 1 further comprising the step of insuring that the advertisement is completely rendered prior to rendering the digital content.
 - 20 4. The method of claim 1 wherein the step of rendering the advertisement to obtain the content encryption key comprises the step of hashing the advertisement to obtain the content encryption key.
 - 25 5. The method of claim 1 wherein the step of rendering the advertisement to obtain the content encryption key comprises the step of using a keyed hash algorithm on the advertisement to obtain the content encryption key.
 - 30 6. The method of claim 1 wherein the step of rendering the advertisement to obtain the content encryption key comprises the step of hashing the advertisement and using a public key to obtain the content encryption key.
 7. The method of claim 1 further comprising the steps of:
 - receiving a DRM rules file; and

analyzing the DRM rules file to determine a length of the advertisement.

8. A method for preparing an advertisement message, the method comprising the steps of:
- 5 creating an advertisement; and
 determining a content encryption key (CEK) based on the advertisement,
utilized to decrypt encrypted digital content
- 10 9. The method of claim 8 further comprising the steps of:
 prepending the advertisement message containing the CEK to the encrypted
digital content; and
 transmitting the advertisement message containing the CEK and the digital
content.
- 15 10. The method of claim 8 wherein the step of creating the advertisement comprises
the step of creating an advertisement taken from the group consisting of a public
service announcement, a legal warning, a commercial.
- 20 11. The method of claim 8 further comprising the steps of:
 creating a DRM rules file comprising a length of the advertisement; and
 transmitting the DRM rules file along with the advertisement..
- 25 12. The method of claim 8 further comprising the steps of:
 appending a “stop hashing” value to the advertisement; and
 transmitting the advertisement with the appended “stop hashing” value;
- 30 13. An apparatus comprising:
 a DRM module obtaining data comprising an advertisement and encrypted
digital content, rendering the advertisement to obtain a content encryption key, and
utilizing the content encryption key to decrypt the encrypted digital content; and
 a rendering module rendering the digital content.

14. The apparatus of claim 13 wherein the advertisement comprises information taken from the group consisting of a public service announcement, a legal warning, a commercial.

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15. The apparatus of claim 13 wherein the DRM module hashes the advertisement to obtain the content encryption key.

16. The apparatus of claim 15 wherein the DRM module uses a keyed hash algorithm on the advertisement to obtain the content encryption key.

17. An apparatus comprising:
15 digital content;
an advertisement; and
logic circuitry for obtaining a content encryption key from the advertisement and encrypting the digital content with a content encryption key.

18. The apparatus of claim 17 wherein the advertisement is hashed to become the content encryption key.

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